

Postgraduate Diploma Organizational Behavior



Postgraduate Diploma Organizational Behavior

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates and professionals with demonstrable experience in people management, or executives with experience in other management areas who are going to work in Human Resources

Website: www.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-organizational-behavior

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Structure and Content

p. 18

06

Methodology

p. 24

07

Our Students' Profiles

p. 32

08

Course Management

p. 36

09

Impact on Your Career

p. 40

10

Benefits for Your Company

p. 44

11

Certificate

p. 48

01 Welcome

Managers and personnel managers need to have all the tools to analyze the behavior of employees in order to get the best possible performance, as well as to avoid possible personal conflicts. Thanks to this program, students will be able to learn the main techniques to develop talent within their organization, which will lead the company to have better results and, therefore, the student to reach higher positions of responsibility and management. In this way, this program is an excellent opportunity for all people interested in growing both professionally and personally in different work areas.



Postgraduate Diploma in Organizational in Behavior.
TECH Technological University



“

The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practising active listening and being self-critical of their work”

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University



Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+

executives trained each year

200+

different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+

collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH you will have access to Harvard Business School case studies"



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to train with a team of world renowned teachers.

04 Objectives

The objective of this program is to consolidate the student's knowledge of organizational behavior in order to enable them to access higher level management positions by demonstrating their leadership skills. Upon graduation, the student will understand in a more complete and concrete way how to address different problems at the organizational level, as well as how to resolve conflicts that may arise among the members of a work team.



“

With competencies in organizational behavior you will see your work teams increase their results and perform their tasks more efficiently”

TECH makes the goals of their students their own goals too.
Working together to achieve them.

The Postgraduate Diploma in Organizational Behavior will enable students to:

01

Enhance management development at a personal and team level in order to grow as leaders in their area of competence

04

Practice appropriate internal communication techniques to maintain cohesion and correctly transmit strategic objectives

02

Develop strategies to reduce the loss of talent in companies

03

Develop cutting-edge methodologies and techniques in people management and talent development within the organization through a strategic and innovative vision



05

Establish and analyze the talent map of an organization

06

Develop techniques for knowledge management in the company

07

Define the usefulness and management of learning communities at the corporate level

08

Be able to recognize talent in the organization



05

Structure and Content

TECH has designed this high-level program with the specialization needs of business professionals with teams in charge and special interest in improving team efficiency in mind. Therefore, this Postgraduate Diploma will allow them to acquire specific knowledge that they can apply to their work practice. And, to do so, they will use a totally online methodology so they can balance their studies with the rest of their daily obligations.



“

*What you study is very important.
The abilities and skills you acquire are
fundamental. You won't find a more
complete syllabus than this one"*

Syllabus

The Postgraduate Diploma in Organizational Behavior by TECH Technological University is an intensive program that prepares students to face challenges and business decisions in the field of team management and coordination.

The content is designed to promote the development of managerial skills that allow you to make decisions with greater rigor in uncertain environments.

Over the course of 375 hours, the student analyzes a plethora of practical cases through individual practices and teamwork. It is, therefore, an authentic immersion in real business situations.

The program covers the different aspects necessary for the efficient management of work teams, addressing both organizational and motivational issues, as well as different methods of retaining talent. All this will represent a specific and valuable set of knowledge for the student.

A plan designed especially for students, focused on their professional improvement, and preparing them to achieve excellence in the field of website marketing management. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations in a creative and efficient way.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

- Module 1.** Talent Management
- Module 2.** Organizational Behavior
- Module 3.** Change Management



Where, When and How is it Taught?

TECH offers students the opportunity to take this Postgraduate Diploma in Organizational Behavior completely online. Throughout the 6 months of the educational program, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Talent Management

1.1. Managing Human Capital

- 1.1.1. Intellectual Capital. The Intangible Asset of Knowledge
- 1.1.2. Talent Acquisition
- 1.1.3. Search for People for the Organization
- 1.1.4. Preventing the Loss of Human Resources

1.2. Innovation in Talent and People Management

- 1.2.1. Strategic Talent Management Models
- 1.2.2. Talent Identification, Training and Development
- 1.2.3. Loyalty and Retention
- 1.2.4. Proactivity and Innovation

1.3. Strategic Engagement Management

- 1.3.1. Engagement Management in the New Generations
- 1.3.2. Return on Capital Stock
- 1.3.3. Emotional Salary

1.4. Talent Management and Commitment

- 1.4.1. Keys for Positive Management
- 1.4.2. Talent Map of the Organization
- 1.4.3. Cost and Added Value

1.5. Human Resources Management by Competencies

- 1.5.1. Analysis of the Potential
- 1.5.2. Remuneration Policy
- 1.5.3. Career/Succession Planning

1.6. Training Management

- 1.6.1. Learning Theories
- 1.6.2. Talent Detection and Retention
- 1.6.3. Gamification and Talent Management
- 1.6.4. Training and Professional Obsolescence

1.7. Motivation

- 1.7.1. The Nature of Motivation
- 1.7.2. Expectations Theory
- 1.7.3. Needs Theory
- 1.7.4. Motivation and Financial Compensation

1.8. Compensation and Non-Economic Benefits

- 1.8.1. Quality of Life in the Workplace Programs
- 1.8.2. Expansion and Enrichment of the Job
- 1.8.3. Flexible Schedules and Job Sharing
- 1.8.4. Healthy Environment Organization

1.9. Incentives and Profit Sharing

- 1.9.1. Incentive Systems
- 1.9.2. Cost Reduction Plans
- 1.9.3. Distribution of Salary Concepts

1.10. Environment, Strategy, and Metrics

- 1.10.1. Efficiency and Motivation in the Workplace
- 1.10.2. Study of Methods and Work Measurement
- 1.10.3. Performance Evaluation

Module 2. Organizational Behavior

2.1. Organizational Behavior

- 2.1.1. Organizations
- 2.1.2. Organizational Theory
- 2.1.3. Organizations, People and Society
- 2.1.4. Historical Evolution of Organizational Behavior

2.2. Organizational Culture

- 2.2.1. Values and Organizational Culture
- 2.2.2. Key Elements of Change in Organizations
- 2.2.3. Evolution of Scientific Thought and the Organization as a System
- 2.2.4. Culture and Transformation

2.3. Organization Management

- 2.3.1. Levels and Managerial Qualities
- 2.3.2. The Function of Planning and Organization
- 2.3.3. The Function of Management and Control
- 2.3.4. The New Role of the HR Manager

2.4. Knowledge Management

- 2.4.1. Collective Intelligence vs. Knowledge Management
- 2.4.2. Perspectives and Tools for Knowledge Management
- 2.4.3. Collaborative Environments and Learning Communities

2.5. People in Organizations

- 2.5.1. Quality of Work Life and Psychological Well-Being
- 2.5.2. Work Teams and Meeting Management
- 2.5.3. Coaching and Team Management

2.6. Organizational Structure

- 2.6.1. Main Coordination Mechanisms
- 2.6.2. Departments and Organization Charts
- 2.6.3. Authority and Responsibility
- 2.6.4. Empowerment

2.7. Organizational Design

- 2.7.1. The Environment
- 2.7.2. The Strategy
- 2.7.3. Technology
- 2.7.4. Human Resources

2.8. Power and Politics

- 2.8.1. Power within Organizations
- 2.8.2. Structural Power Sources
- 2.8.3. Political Tactics

Module 3. Change Management**3.1. Organizational Changes**

- 3.1.1. The Transformation Process
- 3.1.2. Anticipation and Action
- 3.1.3. Organizational Learning
- 3.1.4. Resistance to Change

3.2. Developing High Performance Teams

- 3.2.1. Personal Factors and Motivation for Successful Work
- 3.2.2. Integrating a High-Performance Team
- 3.2.3. People and Business Change and Development Projects
- 3.2.4. Financial Keys for HR: Business and People

3.3. Workgroup Management

- 3.3.1. Group Synergy
- 3.3.2. The Group's Life Cycle
- 3.3.3. Groups and Motivation
- 3.3.4. Groups and Innovation

3.4. Group Dynamics

- 3.4.1. The Roles of People in Groups
- 3.4.2. Group Leadership
- 3.4.3. Group Rules
- 3.4.4. Group Cohesion

3.5. Responsibility and Group Management

- 3.5.1. Decision Making
- 3.5.2. Unconscious Reasons in Decision Making
- 3.5.3. Personal Responsibility and Accountability

3.6. Managing People in the Digital Age

- 3.6.1. Impact of IT on Intellectual Capital
- 3.6.2. Reputation in Social Networks and Personal Branding
- 3.6.3. Recruitment and Human Resources 2.0

3.7. Human Resources and Total Quality

- 3.7.1. Quality Costs
- 3.7.2. The Importance of Quality
- 3.7.3. From Total Quality to Innovation



A unique, key, and decisive educational experience to boost your professional development and make the definitive leap”

06

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



This program prepares you to face business challenges in uncertain environments and achieve business success.



Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

Our Students' Profiles

The Postgraduate Diploma in Organizational Behavior is a program aimed at professionals related to Human Resources and related sectors who want to update their knowledge, discover new ways of understanding the behavior of people in organizations and advance in their professional career.





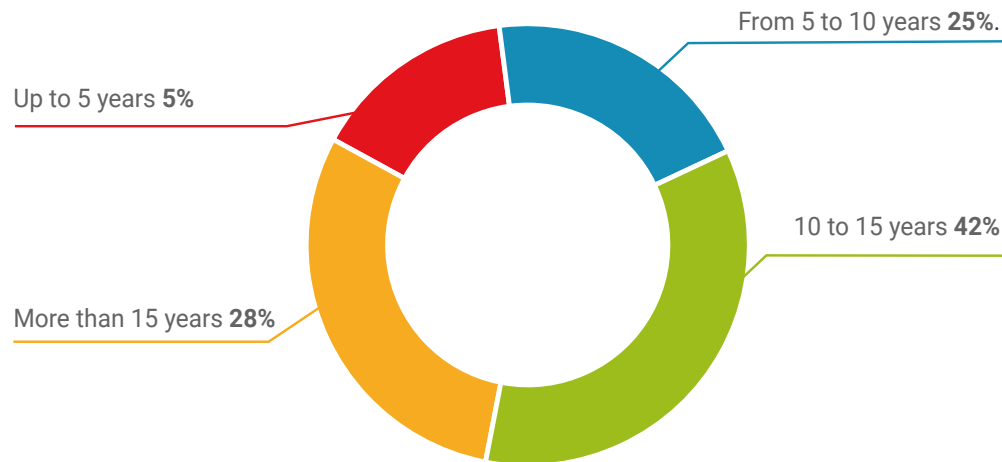
“

If you have experience in people management and are looking for an interesting career enhancement while continuing to work, this is the program for you"

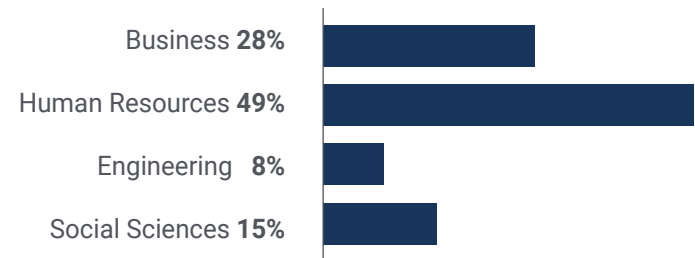
Average Age

Between **35** and **45** years old

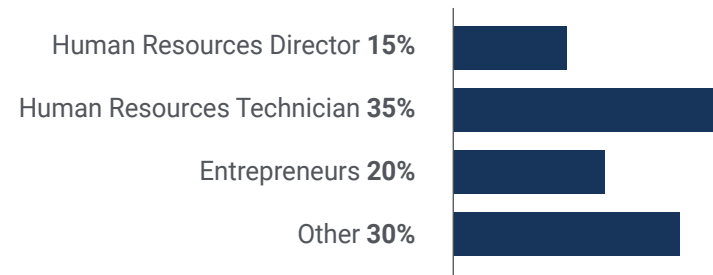
Years of Experience



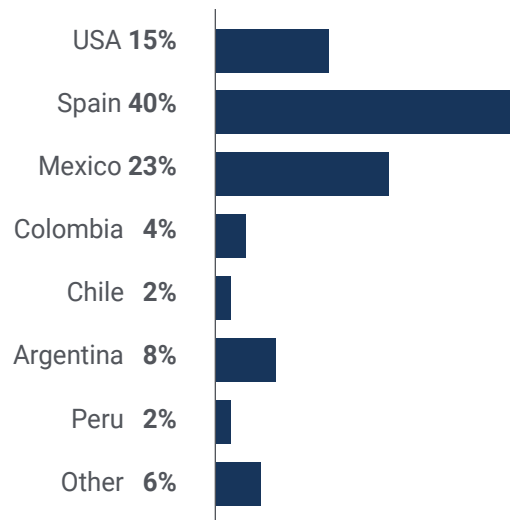
Training



Academic Profile



Geographical Distribution



Luis Sánchez Ortiz

HR Director

"As much as I would like to, it is not easy to consider a Postgraduate Diploma of this magnitude and even more so when you have to balance it with your professional activity and family life. However, the Postgraduate Diploma in Organizational Behavior offered me the possibility to achieve it. A good teaching staff together with a heterogeneous group of colleagues made the experience and learning even more enriching. Largely as a result of that, today I am Director of Human Resources in a large company, a new position that I exercise with enthusiasm and my best efforts. All in all, I earned a well-deserved change for getting in on the action"

08

Course Management

In our university we have professionals specialized in each area of knowledge, who pour their work experience into our training programs. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.





“

*Our expert teaching team in
Organizational Behavior will help you
achieve success in your profession”*

Management



Mr. González Ferrer, Óliver

- ◆ Director of Strategic Planning for Professional Recruitment at ManpowerGroup
- ◆ Director of Communication - Strategic Project Planning at Trabajando.com
- ◆ Marketing and Communication Manager at Trabajando.com
- ◆ Sociologist at the Fuerteventura Council
- ◆ Master's Degree in Advertising and Communication at the Pontificia Comillas University
- ◆ Degree in Sociology at the University of La Laguna

Professors

Dr. Ruiz Rodríguez, Raquel

- ◆ Director at Rétate Consulting, Talent and Science School
- ◆ Collaborator in the radio program Rompiendo las Reglas
- ◆ Director of Career Development
- ◆ HR Manager at Bureau Veritas
- ◆ PhD in Business Leadership from Rey Juan Carlos University
- ◆ Official Master's Degree in Neuromanagement at the Rey Juan Carlos University
- ◆ Gold level Master's Degree in Coaching at IEC
- ◆ Master's Degree in Human Resources at IMF
- ◆ Degree in Labor Relations from the University of Valencia

Ms. Lago Burgos, Iria

- ◆ Communication Manager at Obremo Group
- ◆ Communication, Marketing and Events at Innova&acción
- ◆ Corporate Communication and Marketing Coordinator at Trabajando.com
- ◆ Social Media Manager & Content Creator at MaDI
- ◆ Advanced Protocol at Communication, Marketing and Protocol
- ◆ Degree in Journalism from the Carlos III University



09

Impact on Your Career

The completion of this Postgraduate Diploma in Organizational Behavior will add a quality boost to the education of business professionals focused on team management. For this reason, higher specialization in this field proves essential, both at a personal and professional level for students, but also for the companies where they work.





“

TECH is fully committed to helping you achieve your professional goals”

Greater specialization is absolutely necessary to face a future of challenges and new advances. Therefore, we give you the keys to improve in your profession.

Are you ready to take the leap? Excellent professional development awaits you.

This TECH program is an intensive and highly valuable program, aimed at improving students' job skills in an area of extensive competition. Undoubtedly, it is a unique opportunity to improve professionally, but also personally, as it involves effort and dedication.

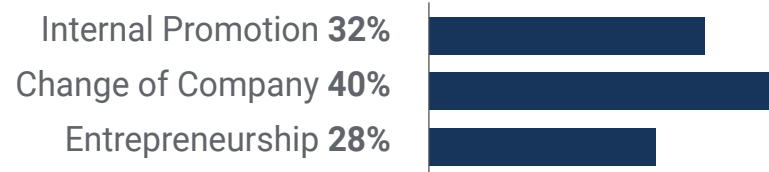
Those who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

Thanks to this programme you will receive a large number of job offers with which you will be able to start your professional growth.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25%** for our students



10

Benefits for Your Company

The Postgraduate Diploma in Organizational Behavior contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only represent an improvement on a personal level but, above all, on a professional level, increasing the professional's knowledge and improving their management skills. But it is also a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

Improve your education and develop new strategies in the development of your profession in the field of Organizational Behavior”

Developing and retaining talent in companies is the best long-term investment.

01

Intellectual Capital and Talent Growth

The executive will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

Building agents of change

The manager will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the Organisation will come into contact with the main markets in the world economy.



05

Project Development

The manager will be able to work on a real project or develop new projects.

06

Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

Certificate

The Postgraduate Diploma in Organizational Behavior guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



“

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This **Postgraduate Diploma in Organizational Behavior** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Organizational Behavior**

Official N° of Hours: **375 h.**



*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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- » Schedule: **at your own pace**
- » Exams: **online**

Postgraduate Diploma Organizational Behavior

